

Message Text

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ACTION EB-07

INFO OCT-01 ARA-06 ISO-00 AGR-05 CIAE-00 COME-00 DODE-00

 DOTE-00 FMC-01 INR-07 NSAE-00 SAL-01 CG-00 DLOS-06

 OES-06 L-03 /043 W

 024330

P R 171655Z AUG 76

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC PRIORITY 7373

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

LIMITED OFFICIAL USE BRASILIA 7201

E.O. 11652: N/A

TAGS: TAGS: EWWR, BR

SUBJECT: PRUDENTIAL ORANGE JUICE COMPLAINT

REF: (A) STATE 201131; (B) STATE 125087; (C) STATE 196636;
(D) STATE 173636

1. EMBOFFS MET AUGUST 13 WITH CHIEF, TRANSPORTATION DIVISION, MINISTRY OF EXTERNAL RELATIONS, COUNSELOR HELCIO TAVARIO PIRES, TO DISCUSS PRUDENTIAL'S FROZEN ORANGE JUICE COMPLAINT. EMBOFFS IMPRESSED UPON PIRES THE URGENCY OF THIS MATTER (AS PER PARA 4B REFTEL A) AND REQUESTED THAT AN EARLY SOLUTION BE FOUND. IT WAS POINTED OUT THAT PRUDENTIAL WOULD BE UNDER TREMENDOUS PRESSURES TO SEEK RELIEF UNDER US LEGISLATION IF IT AGAIN LOST OUT COMPLETELY DURING THE NEXT SHIPMENT OF FROZEN ORANGE JUICE BECAUSE OF THE DISCRIMINATORY PROVISIONS OF BRAZIL'S EXPORT INCENTIVE SYSTEM. PIRES WAS ALSO INFORMED OF EARLY PRESENTATIONS MADE BY THE EMBASSY WITH THE MINISTRY OF FINANCE AND OF THE DEPARTMENT'S CONTACTS WITH THE BRAZILIAN EMBASSY IN WASHINGTON (REFTEL D).

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2. PIRES SEEMED TO BE GENERALLY AWARE OF THE PROBLEM BUT WAS APPARENTLY NOT FULLY INFORMED OF THE URGENCY OF THE CASE. PIRES ASKED FOR, AND WAS SENT, AN AIDE MEMOIRE LISTING THE MAJOR POINTS OF OUR DEMARCHE. HE SAID HE WOULD USE SUCH A PAPER TO DISTRIBUTE TO THE FINANCE MINISTRY AND SUNAMAN, THE TWO ACTION AGENCIES HANDLING THIS ISSUE. PIRES WAS NOT AT ALL COMMITTAL ABOUT WHEN THIS MATTER COULD BE RESOLVED. HE CLAIMED THAT HE HAD RECIEVED A SIMILAR COMPLAINT FROM THE NORWEGIANS. HE ATTRIBUTED THE REASONING BEHIND CURRENT GOB POLICY TO AN EFFORT TO REDUCE THE DEFICIT IN THE SERVICES ACCOUNT OF THE BALANCE OF PAYMENTS.

3. COMMENT: EMBASSY UNDERSTANDS THAT THE DISCRIMINATORY APPLICATION OF FISCAL INCENTIVES IS A TOPIC ON THE AGENDA FOR THE FORTHCOMING VISIT TO BRAZIL OF ASSISTANT SECRETARY OF COMMERCE BLACKWELL. WE BELIEVE THE VISIT PROVIDES AN EXCELLENT AND TIMELY OCCASSION TO IMPRESS UPON APPROPRIATE GOB OFFICIALS, IN A DIRECT WAY THE SERIOUSNESS OF THIS MATTER. EMBASSY HAS NOT YET BEEN ABLE TO CONFIRM AUGUST 21 SHIPMENT OF FROZEN ORANGE JUICE BUT, IN ANY CASE, WE DO NOT EXPECT BRAZILIANS TO COME UP WITH SOLUTION TO PROBLEM BY THEN.
CRIMMINS

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Message Attributes

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Decaption Date: 01 JAN 1960
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